



THE IVY NETWORK CORPORATION

THE IVY NETWORK

The Ivy Network consists of fourteen college radio stations serving prominent east coast campuses, including the eight of the Ivy League. Founded in 1948, the Ivy Network is the oldest college radio network in the nation.

THE AUDIENCE:

The selective admissions policies and high academic standards of the fourteen affiliated institutions assure a highly intelligent and sophisticated listening audience. 72% of the students served by the Ivy Network plan to pursue some form of post-graduate education. It is a matter of history that their superior training aids the graduates of these schools in becoming leaders in business, government, and education. The Ivy Network reaches these future leaders at an age when their opinions, consumption preferences, and occupational plans are still flexible.

THE STATIONS:

All fourteen stations are owned and operated by student corporations independent of their respective college administrations. All operate on a non-profit basis and exist solely on the basis of advertising revenue. This dependence on commercial advertising assures that the stations of the Ivy Network will provide responsible service to all sponsors, both on-the-air and in non-broadcast promotions.

PROGRAMMING:

Specialists in their own markets, the fourteen stations of the Ivy Network cater to the listening preferences of their own campuses. Since each campus is treated individually, program content at each college appeals to the greatest percentage of that student body.

THE MEDIUM:

Radio provides both entertainment and information. Broadcasting tailored to their individual desires - both as college students and as young adults - draws listeners into the program (and advertising) material. The empathy between station and participating listener increases the effectiveness of Ivy advertising. In addition, the nature of the radio medium is such that the advertising impression reaches every listener.

BROWN: WBRU

COLUMBIA: WKCR

CORNELL: WVBR

HARVARD: WHRB

DARTMOUTH: WDCR

PENNSYLVANIA: WXPB

PRINCETON: WPRB

YALE: WYBC

AND AFFILIATED STATIONS

1950-1951

1950-1951



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IVY NETWORK STATIONS, COLLEGES, AUDIENCE

	<u>Students on campus</u>
WBRU, <u>Brown</u> , Providence, Rhodes Island	4500
WKCR, <u>Columbia</u> , New York City	7500
WVBR, <u>Cornell</u> , Ithaca, N.Y.	12,400
WDCR, <u>Dartmouth</u> , Hanover, N.H.	3400
WHRB, <u>Harvard</u> , Cambridge, Mass.	12,700
WXPN, <u>U. of Penn.</u> , Philadelphia, Pa.	10,000
WPRB, <u>Princeton</u> , Princeton, N.J.	4300
→ WYBC, <u>Yale</u> , New Haven, Conn.	8300
WRCU, <u>Colgate</u> , Hamilton, New York	1400
WLRN, <u>Lehigh</u> , Bethlehem, Pa.	5300
WTBS, <u>MIT</u> , Cambridge, Mass.	2200
WRSU, <u>Rutgers</u> , New Brunswick, N.J.	10,000
WRUC, <u>Union-Skidmore</u> , Schenectady, N.Y.	3600
WMS, <u>Williams</u> , Williamstown, Mass.	1200

Total potential (on-campus) audience: 86,800.

Audience share (based on IVY Network listening surveys of college student radio listening habits):

Peak (10 pm-midnight)--23.5%--20,400 students

Average (6 pm-1 am)--17.5%--15,000 students

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